[redacted]

AMERICAN CANCER SOCIETY® [redacted]

If you have cancer, we can help. If not, you can help.

[redacted]

10/23/95

October 11, 1995

[redacted]

It has been a few months since we met with you to discuss [redacted] participation in the Tobacco-Safe Store Program of the American Cancer Society. Quite a bit has happened since then. President Clinton has refused to accept a voluntary plan by the tobacco companies to limit minor's use of tobacco. Instead, he has directed the Food and Drug Administration to regulate nicotine as a drug and take certain steps to limit the marketing of tobacco products in ways that increase the desire and use of these products among youth. Steps will also be taken to limit minor's access to tobacco. The Tobacco-Safe Store Program addresses many of the issues the President is concerned with.

One of the points of the Program you had a concern about was that of participants agreeing to not engage in any community or other promotion that is also sponsored by a tobacco company. You brought up the [redacted]. We contacted [redacted] and were happy to find out that they already have instituted a policy of not allowing any advertising of tobacco products or sponsorships by tobacco companies. This just goes to show that first class community charities do not need to accept tobacco company sponsorship to be viable. We have enclosed copies of letters from President Clinton [redacted]

We would like to get the Tobacco-Safe Store Program off the ground as soon as possible. As previously discussed, we are offering [redacted] the opportunity to be [redacted] participant based on [redacted] The people of our community have had enough of the tobacco

51862 0953

[redacted]

Source: https://www.industrydocuments.ucsf.edu/docs/zjpm0000

[redacted]

industry's marketing programs. Please join with us in the ground swell of community and business effort to say "no" to this killer and deceitful industry. We will call you next week to schedule a meeting to discuss your further participation in this program.

Thank you for your consideration.

Sincerely,

[redacted]

Tobacco & Health Committee

[redacted]

Tobacco-Safe Store
Program Coordinator

Enclosures

Source: https://www.industrydocuments.ucsf.edu/docs/zjpm0000

[redacted]

AMERICAN CANCER SOCIETY® [redacted]

If you have cancer, we can help. If not, you can help.

TOBACCO-SAFE STORE PROGRAM

I. Introduction

The American Cancer Society [redacted] Unit Board of Directors authorized its Tobacco and Health Committee to endeavor to reduce the use of tobacco by minors and create safer indoor air for people to breath. One strategy to accomplish this is to implement the Tobacco-Safe Store Program.

II. Statement of Need

- Tobacco is addicting to children
- Tobacco is the gateway drug for children's drug use.
- Tobacco is the only product that kills consumers when used exactly as intended.
- Tobacco is directly responsible for 419,000 deaths each year in the United States (Centers for Disease Control) and almost 25,000 deaths in [redacted] Department of Health).
- Of the 3,000+ children who begin smoking each day, approximately 20 will be murdered, 30 will die in traffic accidents, and nearly 750 will be killed by smoking-related diseases. (National Cancer Institute, 1990)
- 75% of current adult smokers started before their 18th birthday. (Journal of the American Medical Association, JAMA, May 1990)
- 947 million packs of cigarettes and 26 million cans of smokeless tobacco are illegally sold to children each year. (JAMA, May 1990)
- Smoking increased among [redacted] school children between 1988 and 1990. Students who experiment with tobacco have increased from 39% in 1988 to 53% in 1990. [redacted] Commission on Alcohol and Drug Abuse, 1990)
- 96% of [redacted] surveyed in a 1990 opinion poll felt that preventing children from smoking was a very important health issue. 87% felt there should be stronger laws to prevent the sale of tobacco to minors and 91% thought there should be better enforcement of laws banning tobacco to minors. (American Cancer Society SAVES survey, 1990)
- 5 million children now living in the United States will die from a smoking-related disease. (U.S. Surgeon General, 1992)
- Approximately 3% of tobacco industry profits ($221 million in 1988) derive directly from the sale of cigarettes to children, an activity that is illegal in 43 states. (JAMA, May 1990)

51862 0955

Source: https://www.industrydocuments.ucsf.edu/docs/zjpm0000

[redacted]

III. Statement of Purpose

In order to rectify these tobacco related health problems the American Cancer Society Tobacco and Health Committee requests [redacted] participation in the Tobacco-Safe Store Program. The local American Cancer Society chapter will gladly assist in the orientation of appropriate supervisors and employees.

IV. Tobacco-Safe Store Guidelines

- Every store in the company will display all tobacco products behind a counter that is staffed at all times. [redacted]
- ✓ Counter personnel will card all persons who appear to be under the age of 25 for tobacco purchases, and only sell to those 18 and older.
- ✓ Each store will post a sign approved by the State Health Department in the tobacco sales area stating that tobacco sales to persons under age 18 are illegal.
- No tobacco company promotions or point of sale advertising will be displayed in any store.
- No tobacco products will be advertised or promoted in any media.
- ✓ The company will not involve itself in any community or other promotion that is also sponsored by a tobacco company or product.
- ✓ All facilities of the company will be smokefree, including any interior deli, etc., with a no smoking sign and symbol posted on the outer door of each entrance.
- ✓ A Tobacco-Safe Store decal, provided by the American Cancer Society, will be posted on each entrance to each retail store.
- ✓ A copy of this agreement will be posted inside each retail store in a prominent place for all to see.

[redacted]

51862 0956

Source: https://www.industrydocuments.ucsf.edu/docs/zjpm0000